



## Social Entrepreneurship in the Digital Age (SEDA301)

### LECTURE 2



## Conceptualising social entrepreneurship, social innovation and social enterprise

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### MODULE 1: Social entrepreneurship and social enterprise as forces for change

Learning Pathway	Topics
Introduction to Key Concepts	<ul style="list-style-type: none"> <li>• <b>Conceptualizing social entrepreneurship, social innovation and social enterprise</b></li> </ul>
Drivers of Social Entrepreneurship	<ul style="list-style-type: none"> <li>• Hybridity and sustainable social impact</li> <li>• Socio-political, economic, cultural and technological factors related to the growth of social entrepreneurship</li> </ul>
The Diverse Nature of Social Enterprise	<ul style="list-style-type: none"> <li>• Diverse forms of social enterprise</li> <li>• Social entrepreneurship in the Tasmanian, Australian and global contexts</li> <li>• Guest lectures (Tasmanian-based social entrepreneurs)</li> </ul>
Developing Innovative Solutions	<ul style="list-style-type: none"> <li>• Understanding social issues/needs in your local community</li> <li>• How social entrepreneurs develop innovative ideas</li> </ul>



## A growing field of research

- Social entrepreneurship, social enterprise and social innovation is a rapidly growing field of research and practice
- These concepts are complex, and consensus is lacking around their definitions
- A coherent and theoretical framework is currently lacking



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## Commercial entrepreneurship

“searching for, identifying, and developing opportunities, and then exploiting the opportunities either in the form of new firm creation or within existing organisations”

(Shane & Venkataraman 2000)



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“the pursuit of opportunity beyond resources controlled”  
(Stevenson )

“identify and pursue opportunities, mobilise resources, create value, take risks, thinks innovatively...”  
(Dacin et al. 2010)




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## Social entrepreneurship

“a process of creating value by combining resources...to explore and exploit opportunities to create social value by stimulating social change or meeting social needs”

(Short et al. 2009, p.169)

“activities and processes undertaken to discover, define, and exploit opportunities in order to enhance social wealth by creating new ventures or managing existing organizations in an innovative manner”  
(Zahra et al. 2009, p.5)

“is innovative, social value creating activity that can occur within or across the non-profit, business or government sectors”  
(Austin et al. 2006, p2)



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## Social Enterprise

Social enterprises are organisations that:

- Are led by an economic, social, cultural, or environmental mission consistent with a public or community benefit;
- Trade to fulfil their mission;
- Derive a substantial portion of their income from trade; and
- Reinvest the majority of their profit/surplus in the fulfilment of their mission.

(Barraket et al. 2016)



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who gives a crap

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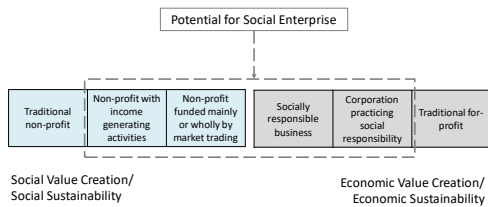


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## Social Enterprise



(Adapted from Alter 2007)



## Social Innovation

"A novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals" (Phillis et al. 2008, p.39)

Innovation can be pursued through new organizational models and processes, through new products and services, or through new thinking about, and framing of, societal challenges.

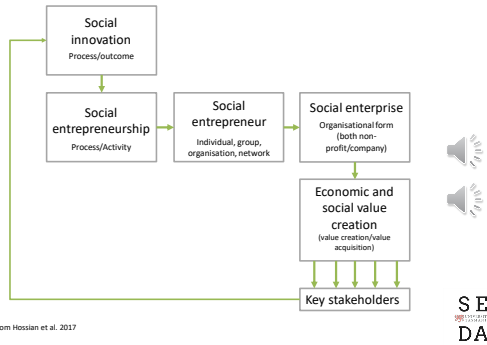
May, but not always, induce or require changes in the broader social system



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## How they fit together



## Take home messages

- Social entrepreneurship/enterprise and innovation are growing fields of research, and a lack of consensus exists around their definition
- Social entrepreneurship is a form of entrepreneurship which focuses upon the generation of positive social outcomes, using innovative processes and thinking
- Socially entrepreneurial behaviour is undertaken by social entrepreneurs, who often develop social enterprises as a vehicle through which to engage with their beneficiaries
- Social entrepreneurship and social enterprise are inherently complex, as they balance the need for social outcome generation with economic sustainability



## References

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